# Navy Recruiting Command

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The "good" the Navy performs everyday takes many forms including bombs on a terrorist hideout, bullets to protect innocent civilians, bottles of water to those in need,  and advanced training and education for our Sailors.

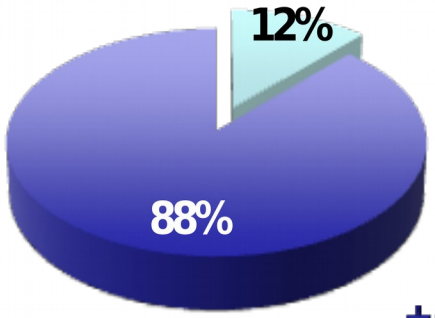
# Historical Context

- **Four different slogans since inception of the all volunteer force**
- **Targeted to prospects ages 18-24 and focused on their "what's in it for me" question**
  - Be Someone Special – 1973- 1975
  - Navy. It's not just a job, it's an adventure – 1976-1996
  - Let the Journey Begin – 1996-2000
  - Accelerate Your Life – 2001-2009

- **In 2009, Navy adopted a "branding" strategy**
  - Brand is a long-term strategy, not a slogan to change with the tide
  - Developed through Sailor feedback
  - Tied to Maritime Strategy

# Brand Resonates With New Sailors

**88% of New Sailors Influenced by Navy Advertising**

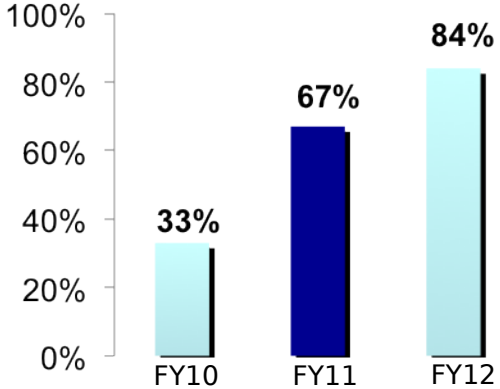



***+6% over 2011***

Not Influenced by Advertising ■ Influenced by Advertising

2012 New Sailor Survey

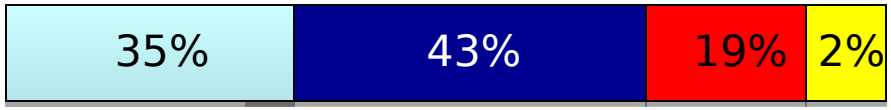
**Recognition of Navy's Brand grew an additional 25% in F**




*America's Navy: A Global Force For Good*

2010, 2011, 2012 New Sailor Survey

**More New Sailors "agree strongly" Navy's role in the world is effectively captured**




- Agree Strongly
- Agree
- Neither agree or disagree
- Disagree

2012 New Sailor Survey

**"How relevant do you think the Navy brand is to you and your role in the Navy?"**

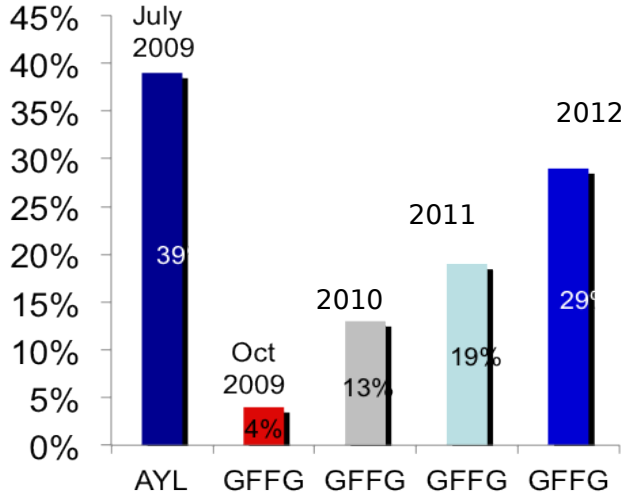
**69%**

***+6% over 2011***

2012 New Sailor Survey

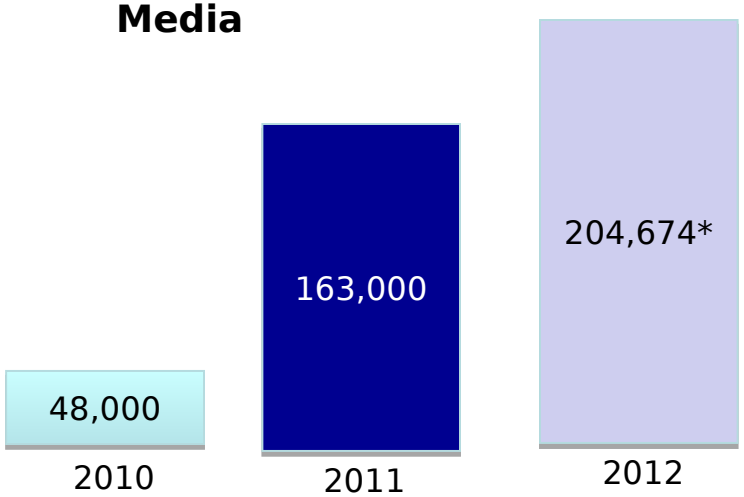
# Brand Continues to Gain Traction

## Ad Slogan Recall



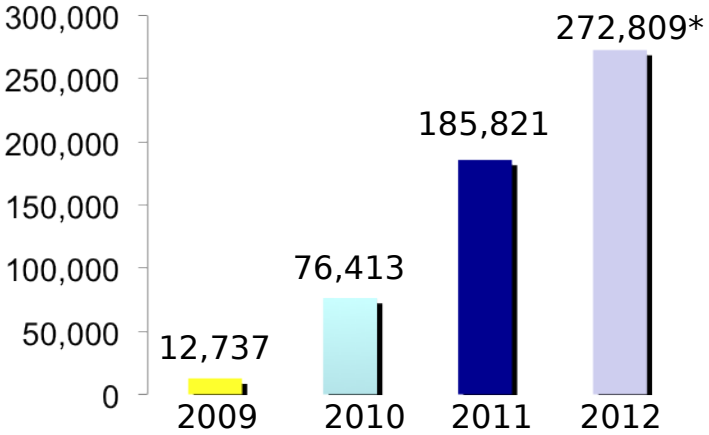

JAMRS Ad Tracking Study Wave 27 & 35

## GFFG Mentions in Social Media



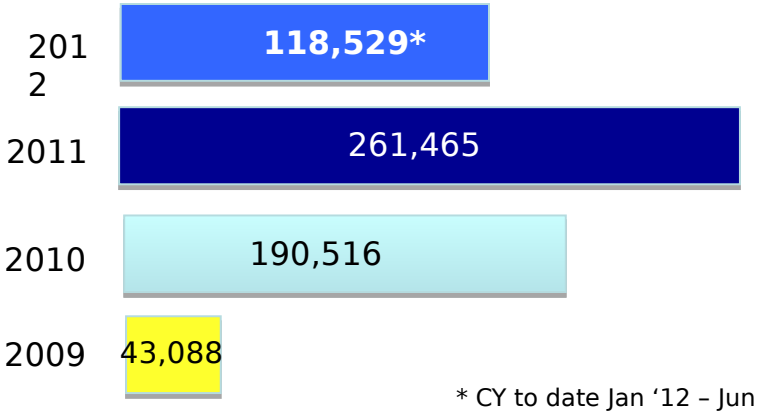

Radian6 Google Insight

## Navy Facebook Fan Growth




Facebook Tracking

## Live Chat with Navy Recruiter




* CY to date Jan '12 – Jun '12
Omniture & Unica Software Tracking

# Alignment with CNO Sailing Directions

## Warfighting First

"Power" - TV

"Life, Liberty, Pursuit" -

SWCC – Navy's Best Kept Secret

Red Shirts - Video

Spec Ops

## Operate Forward

"100 Percent" - TV

Carrier Strike Group - Video

Destroyer - Video

## Be Ready

"Until" - TV

CIC - Video

## Print Ads

# Recruiting Outreach and Awareness Program

Friends of the Navy Background:

- Encourage leaders with or without military experience to share key Navy messages through speeches, blogs, letters to the editor & media interviews.
- Provide a toolkit of information to include key messages, fact sheets and other information relevant to candidates' interests.
- More than 150 candidates based on their influence and potential interest in the Navy.

Examples:

- Chaplain of the United States Senate (Ret. RADM Barry Black)
- Associate Administrator for Education at NASA (Dr. Leland Melvin)
- President of University of North Carolina (Dr. Thomas Ross)
- President of University of Michigan (Dr. Lou Anna Simon)
- Surgeon-in-Chief, Louis Stokes Veterans Affairs Medical Center (Dr. Frederick Cason)
- Dean for Diversity and Community Partnership at Harvard Medical School (Dr. Joan Reede)
- Dean of the Johns Hopkins University School of Medicine (Dr. Edward Miller)
- Dean of the Cockrell School of Engineering at University of Texas in Austin (Mr. Gregory Fenves)
- Dean of the College of Engineering at Georgia Tech (Dr. Gary May)
- Dean of Engineering at Massachusetts Institute of Technology (Dr. Ian Waitz)
- Dean of the College of Aeronautics at Florida Institute of Technology (Ret. CAPT Winston Scott)
- Senior Vice President of Costco (Mr. Steve Toomey)

# Friends of the Navy

Embark DV/Friends of the Navy Database - Microsoft Internet Explorer provided by NMCI

https://www.chinfo.navy.mil/embark/DV/ViewUsers.aspx

File Edit View Favorites Tools Help

CHINFO | Embark DV/Friends of the... | Page | Tools

## Embark DV/Friends of the Navy Database

**OMB Control # 0703-0060**

Welcome, embarkpaos

- Home
- Manage Embark Requests
- DV/FON DB
- Key Organizations
- System Administrator
- Logout

PRIVACY ACT STATEMENT

SORN # N05726-1 (http://privacy.defense.gov/notices/usn/N05726-1.html)

AUTHORITY: 10 U.S.C. 5013, Secretary of the Navy; DoD Instruction 5400.13, Public Affairs (PA) Operations; and OPNAV Instruction 5726.8, Outreach: Americas Navy.

NOTE: This system of records contains individually identifiable health information. The DoD Health Information Privacy Regulation (DoD 6025.18-R) issued pursuant to the Health Insurance Portability and Accountability Act of 1996, applies to most such health information. DoD 6025.18-R may place additional procedural requirements on the uses and disclosures of such information beyond those found in the Privacy Act of 1974 or mentioned in this system of records notice.

PURPOSE: To vet individuals who will be embarking Navy ships and submarines to participate in the Navy's long standing Leaders to Sea public affairs program and to provide emergency contact and medical information which may become necessary if emergency care is required while embarked. Individuals submitting the information will also have the option to indicate whether they would like to receive future updates on Navy operations and events.

ROUTINE USES: This information will be used by Navy Public Affairs Officers in the execution of the Navy's Leaders to Sea Embark and Community Outreach Program.

DISCLOSURE: Voluntary. However, failure to provide the requested information may result in denial of embark request.

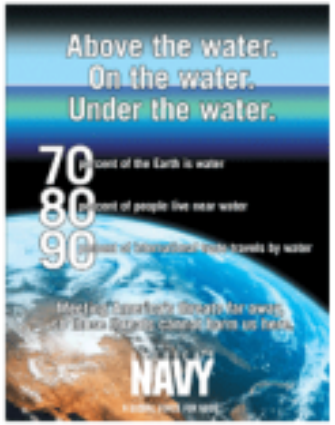
Clear Filters

1 2 3 4 5 6 7 8 9 10 ... Page size: 50 — 4465 items in 90 pages

| First Name | Last Name | Email | Firm | Position Title | Fleet | Platform | Hometown | State | Business City | Business State | Home Phone | Cell Phone |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Steven | Altken | | | | Pacific | Submarine | City | RI | | | (703)255-2222 | (703)255-2222 |
| Mark | Hanna | mhaanna@maritime-ins.com | Maritime Financial Group | Shareholder/VP | Pacific | Aircraft Carrier | Sheboygan | WI | Sheboygan | WI | (920)451-8012 | (920)946-3662 |
| Julianne | Grant | julianne.grant@l-3com.com | L-3 Communications | Business Excellence Principaler | Pacific | Aircraft Carrier | Bountiful | UT | Salt Lake City | UT | (801)298-7758 | (801)209-7344 |
| Karen | Warner | karen.warner@colliers.com | Colliers International | Director | Pacific | Aircraft Carrier | Boise | ID | Boise | ID | (208)871-6424 | (208)871-6424 |
| Mark | Warner | mwarner@wabtec.com | MotivePower, Inc. | Vice President and General Manager | Pacific | Aircraft Carrier | Boise | ID | Boise | ID | (208)890-7263 | (208)890-7263 |
| Daniel | Gumnit | dgumnit@tpt.org | Twin Cities Public Television | Director, National Program Development | Pacific | Aircraft Carrier | Saint Paul | MN | Saint Paul | MN | (651)636-0891 | (651)260-0062 |
| | | | TPT Twin Cities Public | Director of Science | | | | | | | | |

# Speech Resources

Navy Brand Rhumb Lines




The U.S. Navy's Global Message

Navy Recruiting Public Brief

Navy Brand Guidelines

Click on an image below for hi-res version that you can download and use.
When image opens, right click and "save as" to your computer.

www.cnrc.navy.mil/pao/

# Backups

# Maritime Strategy & Sailing Directions

| | Warfighting First | Operate Forward | Be Ready |
|---|---|---|---|
| Power Projection | Power - TV | Destroyer - Video | When the World Calls on America, America Calls on Us - Print |
| | Life, Liberty, Pursuit - TV | In Times of Crisis, Some Run Towards The Fight - Print | My Degree Comes with A Title: Naval Officer - AA Print |
| | Red Shirts - Video | | |
| | Inspire Makers of Action Figures Everywhere - NSW/NSO Print | | |
| Forward Presence | Not All Of Our Laser Guided Surgical Strikes Involve Missiles - Medical Officer | Carrier Strike Group | When the World Calls on America, America Calls on Us - Print |
| | See Patients Who Can Claim A Whole Different Level - Clinical Psychologist | Local Hero on A Global Stage - AA Print | Let the World Be Your Practice - Hispanic HPSP |
| | | The World Leader In making The World a Better Place - Medical Officer | Mi Navy - Hispanic TV |
| | | As A Navy Dentist, The World is Your Exam Room - Dental Officer | Take Your Skills to a Whole New Level - AA Print |
| Maritime Security | Special Operations - Video | Equipment Has Limits. Our People Don't. - AIRR | When the World Calls on America, America Calls on Us - Print |
| | Sea Piracy Is Alive Burt Not Exactly Well - Print | Work Toward Something Bigger Than 5:00 - Non Prior Reserve | Your Courage, Our Peace of Mind - Hispanic Print |
| | Inspire Makers of Action Figures Everywhere - NSW/NSO Print | | A World of Opportunities. For the Good of the World - Hispanic Print |
| | | | Flags - African American TV |
| Sea Control | SWCC - Navy's Best Kept Secret - Video | Success Isn't Measured By The Number of Windows in Your Office - NUKE | Command Information Center - Video |
| | Sea Piracy Is Alive Burt Not Exactly Well - Print | Greatness Runs Deep - NUPOC | |
| Deterrence | | 100 Percent - TV | When the World Calls on America, America Calls on Us - Print |
| Humanitarian Assistance/Disaster Response | | | Until - TV |
| | | Delivering a Sermon Isn't The Only Way To Be Heard - Chaplain | Not Everyone Who Steers the Ship Works on the Bridge - Chaplain |
| | | | Mi Navy - Hispanic TV |
| | | | Start Small - TV, Radio, Outdoor |